

# **The Modern Campfire** **- a practical guide to storytelling**



# WHY A CAMPFIRE?

- Someone has to build it.
- There are those who poke it to make it bigger or brighter and there are those who just enjoy it.
- If it is a good fire, none of us can take our eyes off it.
- If we light it badly, it will go out.
- If we don't feed it, it will go out.
- If we just leave it, it could quickly get out of control and burn the whole place down.
- It gives us a place to sit and share stories and experiences.



- There's always some dick who ruins it by playing guitar.

# SOME DEFINITIONS

sto·ry [**stohr**-ee]

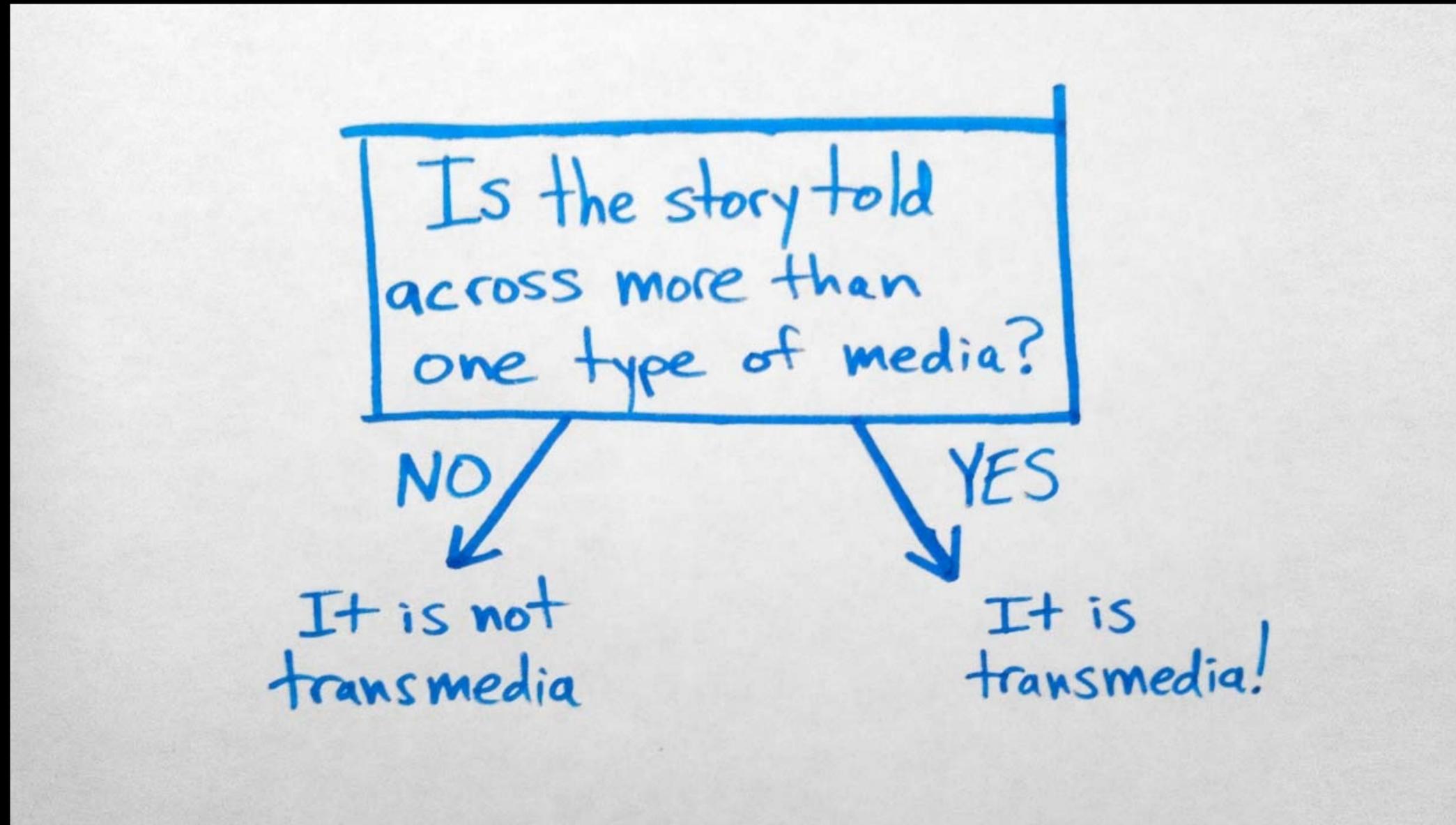
*noun*

1. a narrative, either true or fictitious, designed to interest, amuse, or instruct.
2. a complete horizontal section of a building, having one continuous or practically continuous floor.

# ANOTHER QUICK DEFINITION

~~transmedia~~ [tranz-mee-dee-uh]

adj



# COMMON MISTAKES

1. Trying to please all of the people, all of the time.
2. "If I build it, they will come."
3. Girls love ponies.
4. This is going to be huge!!
5. "Where we're going, we don't need roads!"
6. You decide.



# SOMETHING FOR EVERYONE



Set in an old theatre with a total of seven floors, Kapital is Madrid's mega nightclub. Boasting a main dance-floor, an R&B room, a cinema and even a merchandise shop, the club offers a host of different musical styles to satisfy every customer. The first floor is Kapital's largest dance space, which plays house music and regularly features go-go dancers. The second floor is where the karaoke happens and the third floor has the hip-hop dance space. The fourth floor has a bar area and fifth floor the pop music dance floor. The sixth floor is dedicated to chill out with chairs and films playing while the top floor really comes into its own come the summer, when a retractable roof reveals the night sky. While something of a commercial venue, it's still failsafe for a good night out - just try not to get lost in there.

# SOMETHING FOR EVERYONE



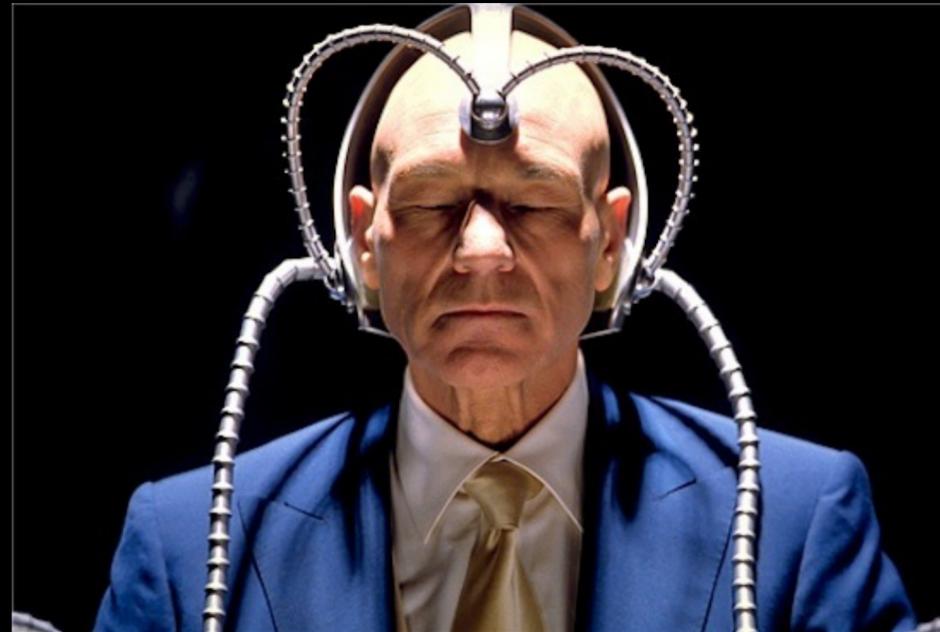
Stairs and pathways between floors and areas - which are clearly marked **BUT** also allow you to discover areas for yourself.

Entrances and Exits

Regular theme nights to draw new audiences, and bring people back.

Drinks promotions.

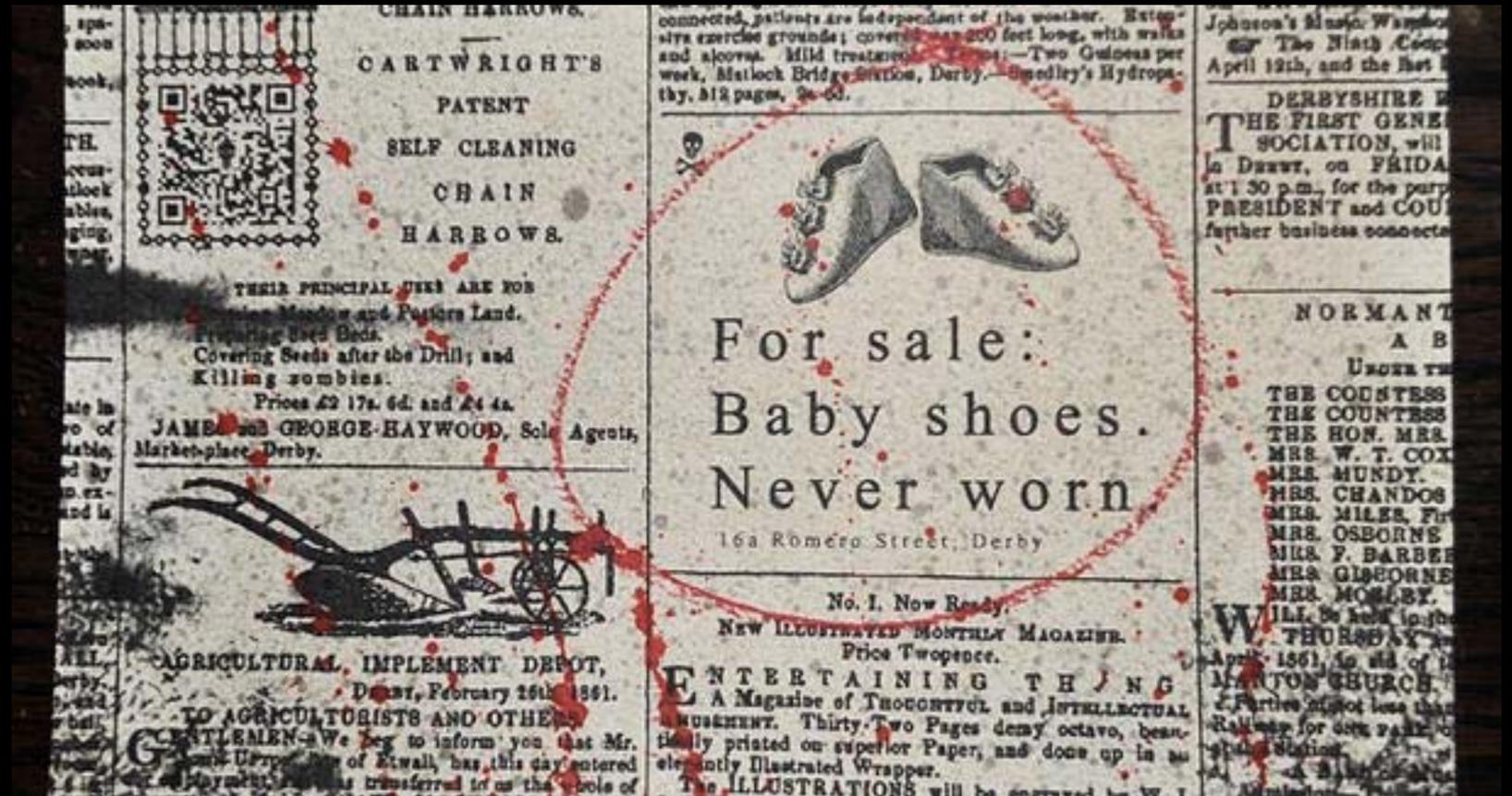
# OUR BRAINS ARE WIRED FOR NARRATIVE CONSTRUCTION



when it comes to the way we appreciate stories, our brains don't segregate media or platforms

# QUESTIONS OF LENGTH, FORM AND PLATFORM

Because it's not always clear in this new world...



Too short, too fragmented, on the wrong platform, core unclear.

Allows me to think for myself, gives the story room to breathe.

# RULE # 1 - KNOW YOUR STORY

What are you trying to say?

Who is speaking?

Who are you speaking to?

What are you asking them to do?

How are you going to say it?

Really?

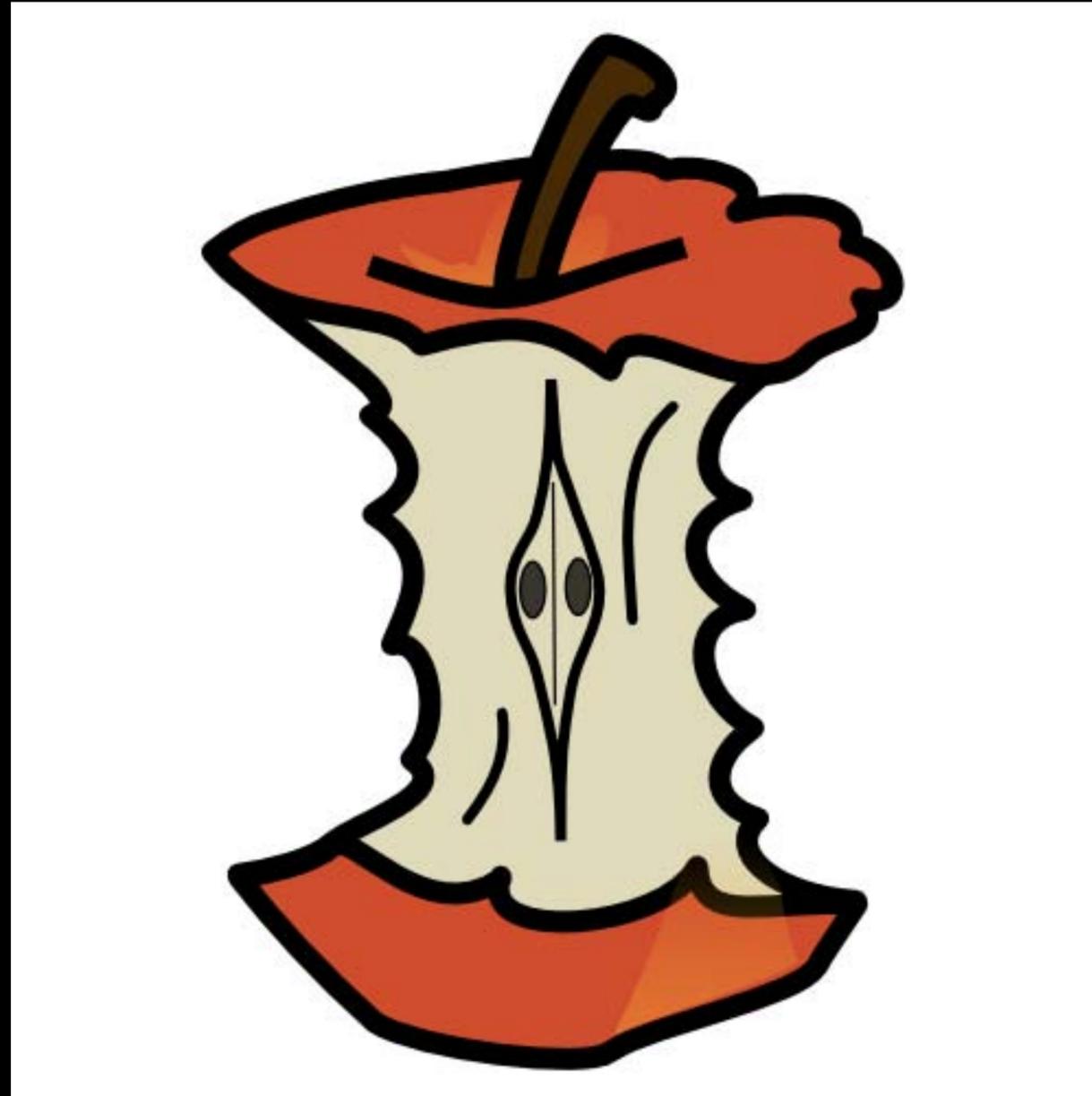


What's your story?

citibank

# RULE # 1 - KNOW YOUR STORY

WHAT ARE YOU TRYING TO SAY?



# RULE # 1 - KNOW YOUR STORY

## WHO IS SPEAKING?

Who is presenting this project and what is their tone of voice?

Are they the best guide for your audience?

Not necessarily your main character.

# CASE STUDY # 1 - MILLI

Interactive Story Books for 3-6 year olds for tablets

Read along or be read to

Three mini games woven into the story

30 interactive pages using touch, sound and motion

Approx 20 minute play time per book

First App on the iTunes and Android stores next month

Picture Book Series

Animated TV series



# CASE STUDY # 1 - MILLI



# RULE # 1 - KNOW YOUR STORY

WHO ARE YOU SPEAKING TO?

Person 1

- Born 1948; grew up in England
- Married the second time
- 2 children
- successful in business
- Wealthy
- Spend their winter holidays in the Alps
- Likes dogs



Prince Charles

Person 2

- Born 1948; grew up in England
- Married the second time
- 2 children
- successful in business
- Wealthy
- Spend their winter holidays in the Alps
- Likes dogs



Ozzy Osbourne

# RULE # 1 - KNOW YOUR STORY

WHO ARE YOU SPEAKING TO?



# RULE # 1 - KNOW YOUR STORY

WHO ARE YOU SPEAKING TO?

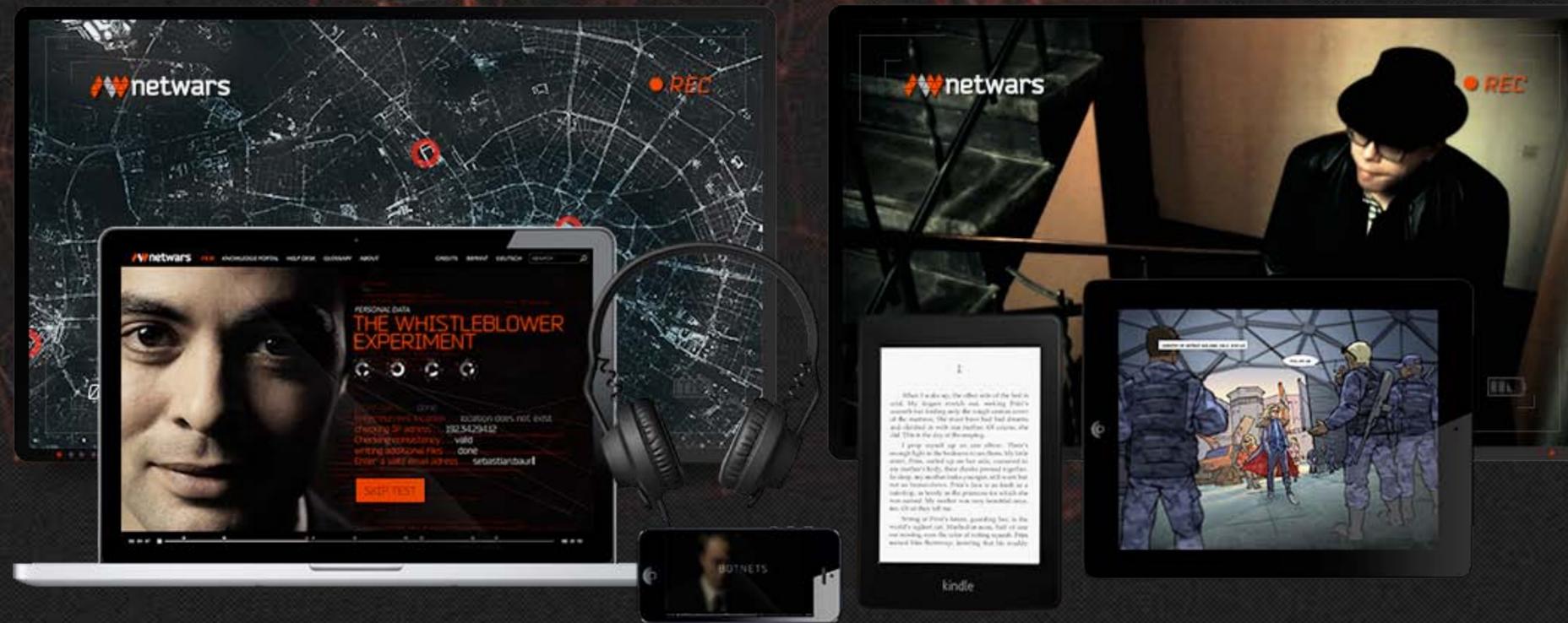


I have a dream...



# netwars /out of CTRL

*A fact based cross platform experience  
exploring the impending threat of cyberwarfare.*



[www.netwars-project.com](http://www.netwars-project.com)

<https://twitter.com/netwarsproject>  
[@netwarsproject](https://twitter.com/netwarsproject)

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*THERE IS NOTHING VIRTUAL ABOUT THIS REALITY*



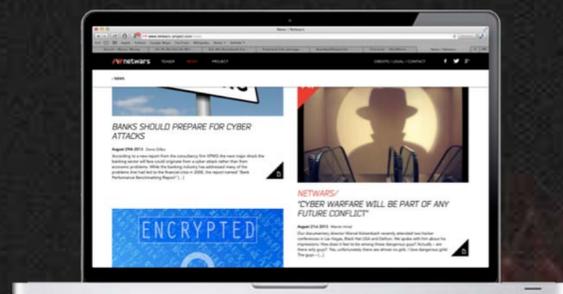
arte



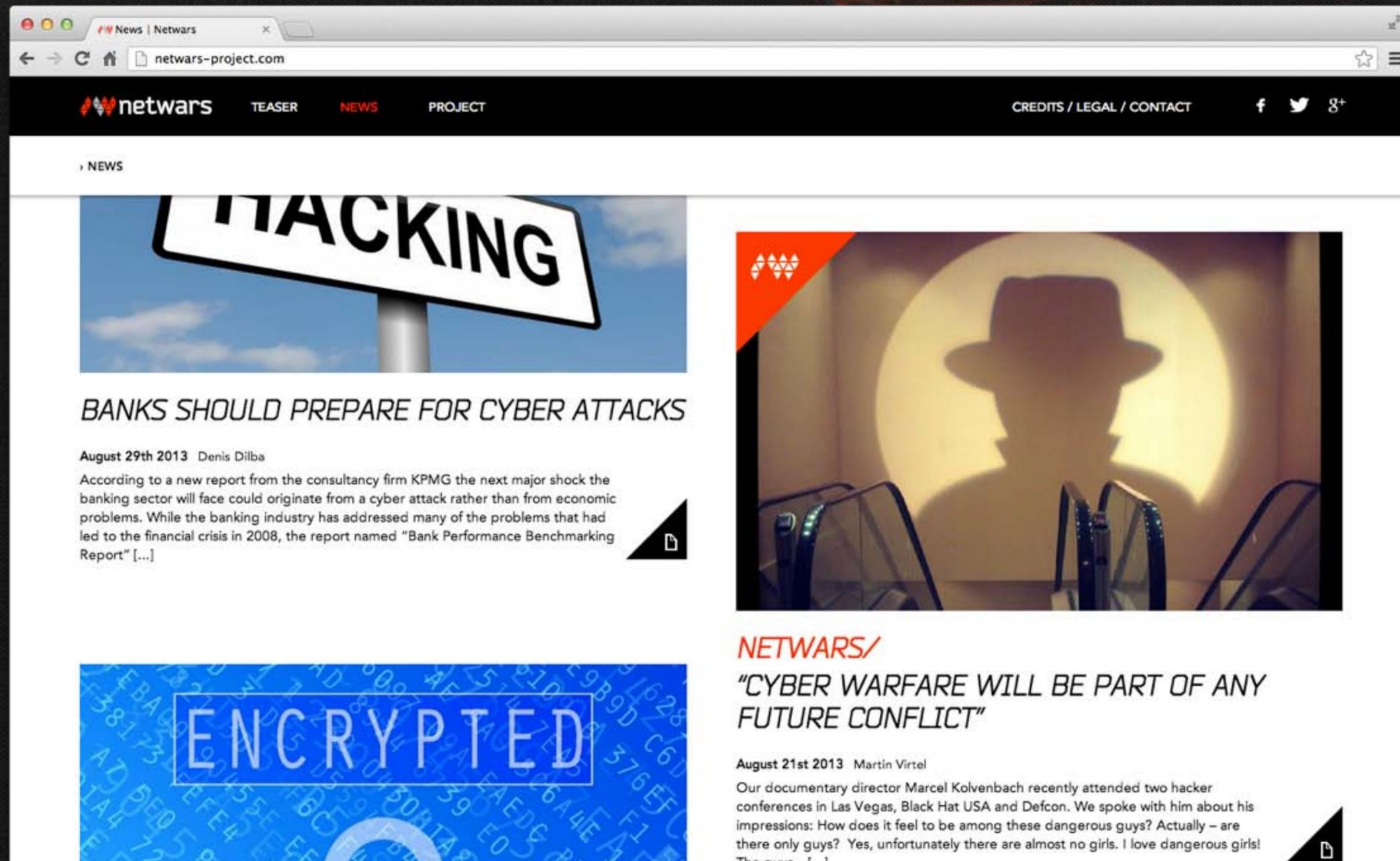
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MIIQO STUDIOS



Infoportal: [www.netwars-project.com](http://www.netwars-project.com)





*Let the user feel how vulnerable they really are!*



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*You never know who is in control!*



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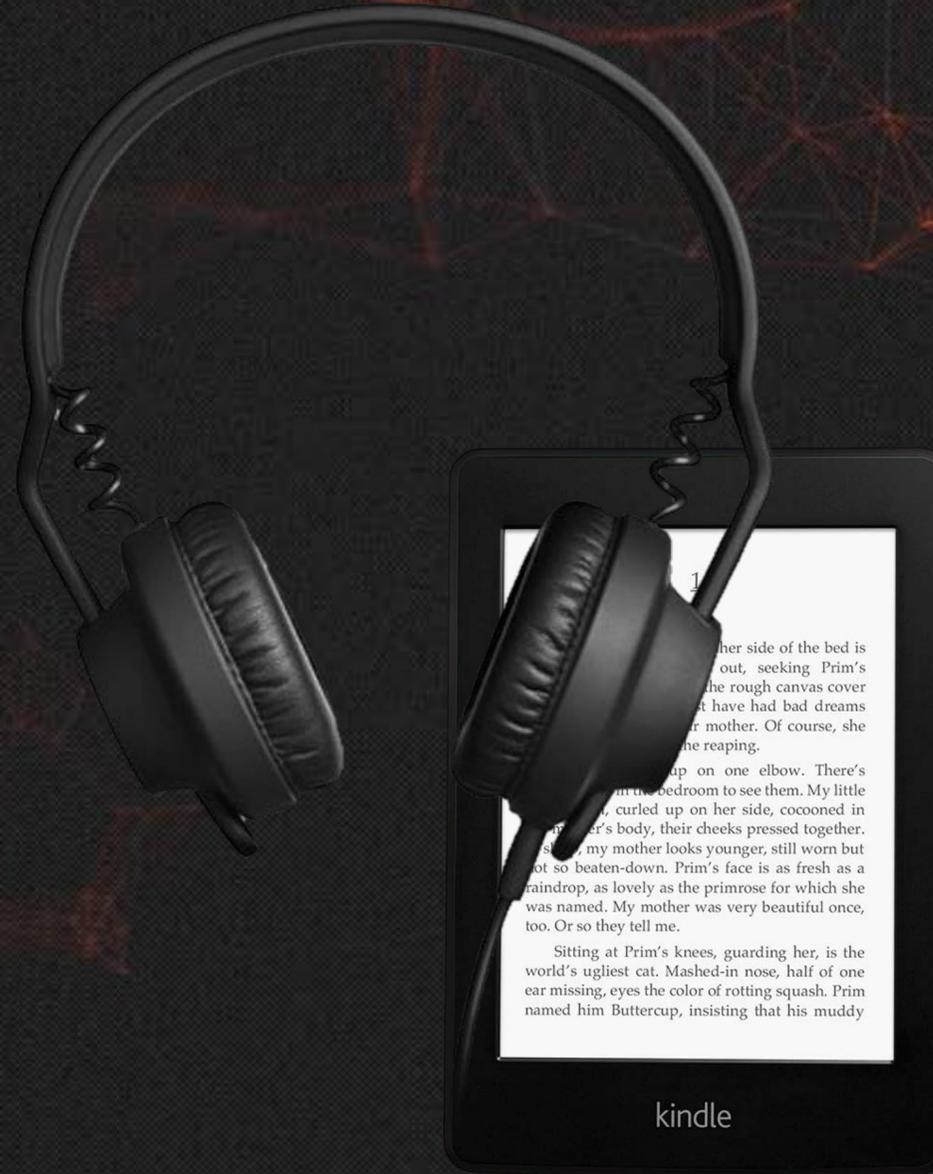
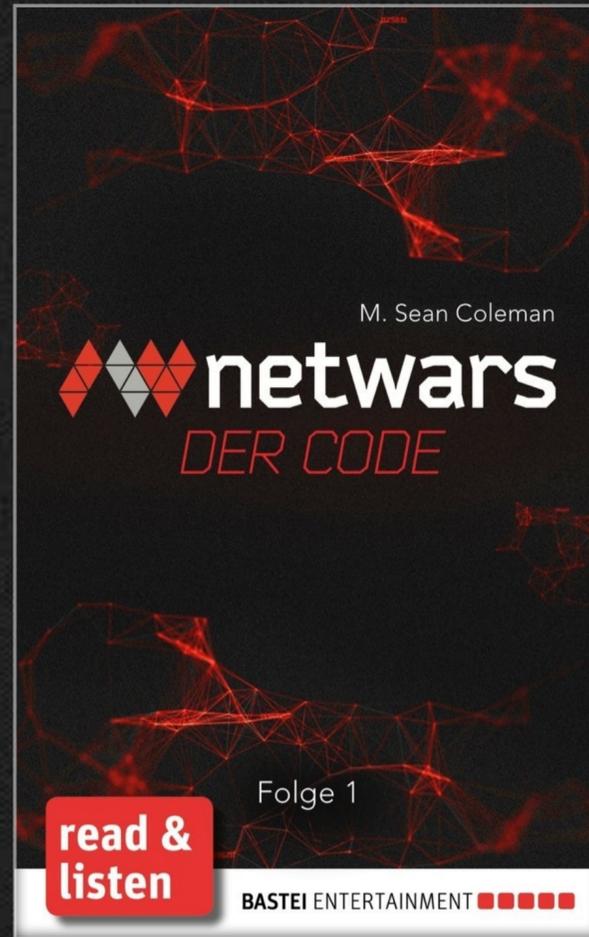
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# eBook / AudioBook Series



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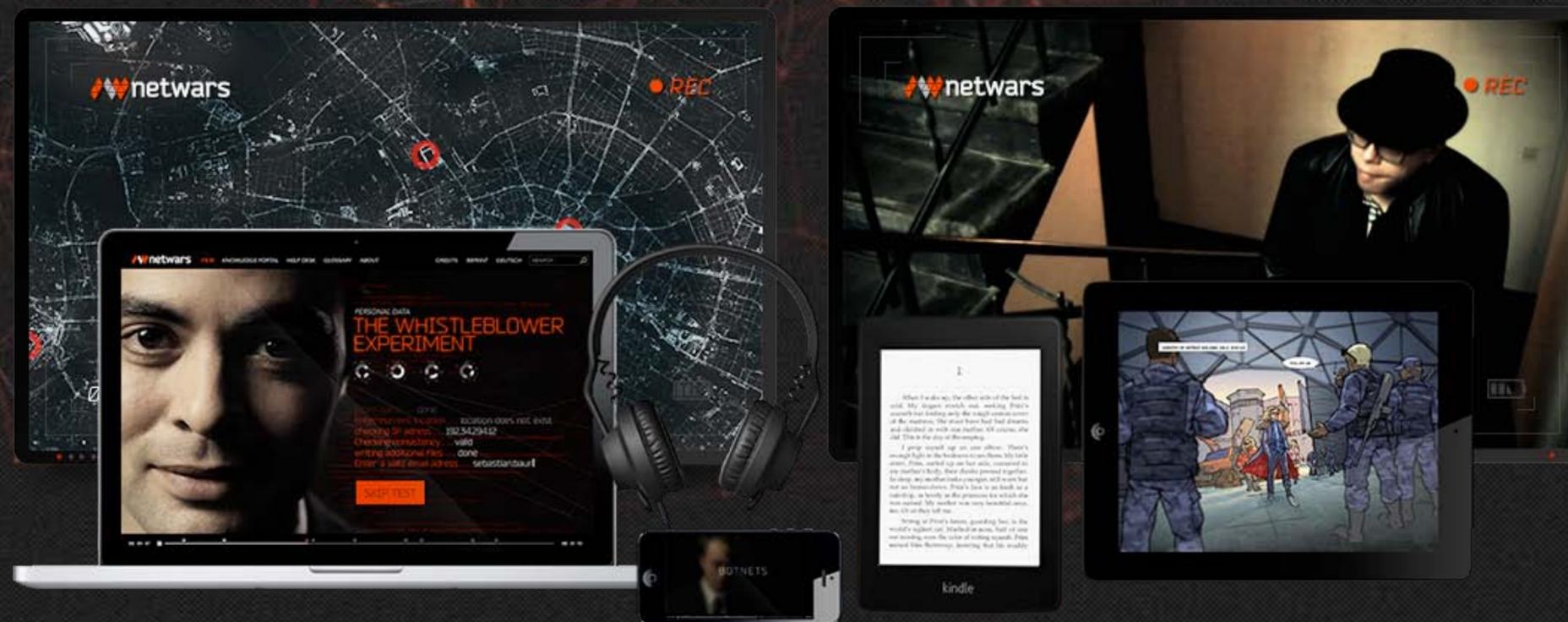


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MIQO STUDIOS

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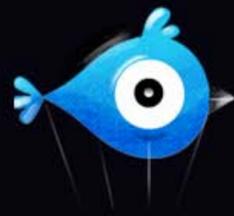
<https://twitter.com/netwarsproject>  
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# RULE # 1 - KNOW YOUR STORY

WHAT ARE YOU ASKING YOUR AUDIENCE TO DO?

WHY WILL THEY DO IT?



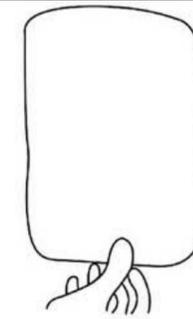
DEAR @PICTORY:

“Watching the 8 seconds of cine film with my father laughing & waving to camera. I never met him.”

—@MJB39

<http://www.pictorymag.com>

<http://dearphotograph.com/>



## Dear Photograph

take a picture of a picture, from the past, in the present.

[Submit A Photo](#)

[Buy The Book](#)

[Press](#)

[Instagram Weekend Hashtag Project](#)

[Ask me anything](#)

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Dear Photograph,

I will never forget those summer days in Dayton, Wyoming with my cousin Brett. Looking back I wish I had savoured them a little more. I'm so grateful I have a few good pictures of us together as kids. When I was a child, people would ask me if I wanted a brother or sister, and my response was always, "I don't need one! I have my cousin Brett." We lost him just a few months ago, and he is missed deeply every single day. Thank you for helping me to learn how to float.

Jess

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# RULE # 1 - KNOW YOUR STORY

HOW ARE YOU GOING TO SAY IT?

Don't make your audience work too hard

Cheap, Deep or Mainstream - pick two



Everything was making sense,  
and now it doesn't.

# RULE # 1 - KNOW YOUR STORY

HOW ARE YOU GOING TO SAY IT?

<http://hollowdocumentary.com/>

- Where does the story start? Where and how is it continued?
- Does it need to start in a single place? Or is it possible to retell an opening “chapter” from a different character’s perspective, or go back and add a prequel?
- How do I know which medium comes next as I “read” the story—or does the story need to be told in a linear sequence? Can the audience dip into it at different points of their own choosing?
- How are similar bits of information or story elements expressed in different media?
- Why is a particular medium used to convey a certain section of the story? What can one medium accomplish that another can’t?
- How do all media components complement one another and provide a richer audience experience?
- How does the overall experience immerse the audience in my story?

thanks